



**City of Seattle**  
Office of Economic Development

**Meeting Minutes for the Seattle Economic Development Commission**

Wednesday, November 19, 2014, 1:00pm – 3:00pm  
Location: UW Startup Hall, 2<sup>nd</sup> Floor, Large Conference Room  
1100 NE Campus Pkwy, Seattle, WA 98105

Commissioners Present: Chair: Chris DeVore, Vice Chair: Jill Wakefield, Shaiza Damji, Christine Hanna, Rob Mohn, Alan Nay, Julie Pham, and Michael Young. Commissioner representatives: George Allen (Seattle Metropolitan Chamber of Commerce); Mike Merritt (Port of Seattle).

Mayor's Staff Present: Deputy Mayor Kate Joncas

Office of Economic Development Staff Present: Steve Johnson, Michael McVicker, Nancy Yamamoto

**Welcome – Chris DeVore, EDC Chair**

- Welcomed Commissioners to the meeting and to UW Startup Hall.
- Noted the change from the typical meeting structure in order to deep dive on the social mobility work group's progress.
- Proposed dinner on Monday, January 26<sup>th</sup> with the Commissioners in order to get to know each other personally. OED to schedule the dinner.

**Purpose and Meeting Overview – Steve Johnson, Director, OED**

- Recapped the evolution of the Commission, its meeting structure, and how this meeting would be different in hopes of having a more engaging dialogue amongst Commissioners.
- Reiterated the idea of holding meetings to have deep dives for individual work groups when input and direction from the full EDC is necessary to move their work forward.
- Provided a brief update on the scope of work for two work groups that had substantially modified and/or finalized their plans since the previous meeting:
  - Work Group #2 (Built Environment): Will hire a consultant to perform an assessment of the Mt. Baker neighborhood—as a transit hub and area identified for growth—to evaluate the impact from the Urban Village plan and other regulatory changes on the growth and development in that area. The assessment will recommend policy changes that can be used to address growth and development in Mt. Baker and other areas of the city as it relates to planning, permitting, and executing growth strategies.
  - Work Group #5 (Manufacturing and Maritime): Will focus on career exploration in the manufacturing and maritime industries for middle school and high school students. By partnering with businesses, organizations, schools, and student-related community groups, the work group hopes to build excitement around these industries as recruiting new workers is an issue for businesses in these areas. It may not be a permanent role for the Commission, but it is a value-added role as it relates to career advancement for a critical part of Seattle's economy.

**Dialogue on Local Student Financing Plan for College and Career – Facilitated by Nancy Yamamoto, OED**

- Nancy Yamamoto facilitated a presentation to the Commission with UW President Michael Young; Seattle Colleges Chancellor Jill Wakefield; Randy Hodgins, Vice President for

External Affairs at the University of Washington; and Victor Kuo, Director of Strategic Planning and Research at Seattle Colleges.

- The social mobility work group (Work Group #1) spent the majority of 2014 working on initial research and understanding of the issues, scope, and best practices for an approach to local financing for post-secondary educational opportunities for Seattle residents. The work group was looking to the Commission for input on next steps and hoped to come away with an understanding of how to proceed with the work.
- Key discussion areas for the Commissioners related to the initial research and approach include:
  - Target beneficiaries; highest priorities.
  - How to scale.
  - How to proceed.
  - New people and perspectives to bring in to work group and/or conversation.

[The presentation slides, titled “The Seattle Grant,” can be found [here](#) on the Office of Economic Development’s website.]

- During and following the formal presentation, the Commissioners had an opportunity to share ideas and ask questions. The following are highlights from that dialogue:
  - Many scholarship programs only cover tuition, fees, and occasionally, books. Work group’s current approach considers all costs of attendance (tuition, housing, and living expenses).
  - General agreement amongst Commissioners that an apprenticeship through a technical school qualifies as post-secondary education.
  - Establishing goals and metrics for success will help guide decision-making and determine how to most effectively disburse grant dollars to maximize impact.
  - Access to college and financing is important, but completing a degree is actually what makes a difference in a student’s life.
  - [The Kalamazoo Promise](#) example was discussed, especially as it relates to their universal eligibility model. The program’s organizers had a strong preference for the universal model because if it is not universal, it can have a demotivating effect on students who do not qualify for the grant.
  - Regarding standards of eligibility for a potential Seattle program, it was noted that students who apply for the grant still have to meet colleges’ admissions standards in order to receive the funds.
  - Discussed the importance of mobilizing high school counselors and engaging the K-12 system’s leaders as they will be critical partners. Also, there are expected upstream benefits to K-12 performance, enrollment, and parental involvement.
  - When discussing how to proceed, Commissioners offered the following advice and recommendations:
    - Get potential funders involved early in the planning process.
    - Think about who might be competing for resources if public money is involved. The work group noted it hoped the funding would be additive, not take away from existing funding.
    - The program could be a potential candidate for a future City levy.
- With Commissioners generally supportive of the approach, the work group will now focus on detailed design of program options regarding viability, funding, and eligibility. The work group will bring back a more detailed set of design options at a future meeting for additional dialogue.

### **Linked Work in the Community**

1. Regional Leadership Conference –Eric Schinfeld, Chief of Staff, Seattle Metropolitan Chamber of Commerce

- Theme of the conference was global competitiveness for the Seattle region. Focus areas:
    - Increase STEM degrees awarded by local institutions.
    - Increase attraction of foreign direct investment (FDI).
    - Increase global awareness of our regional brand.
  - By the end of 2014, Chamber aims to have tangible business plans to move the above initiatives forward and continue to garner interest and investment from local businesses and organizations.
  - Noted that Chamber is not focused on branding or marketing for tourism; focus is on “economic marketing” and “economic branding.”
2. **Seattle Made** – Christine Hanna, EDC Commissioner, Seattle Good Business Network
- General update on Seattle Made initiative—to encourage people and businesses to buy, produce, and invest locally.
  - Primary question this group seeks to answer is: What can we do as a city to support producers and manufacturers operating in Seattle?
  - In June 2014, Seattle Made hosted an event with more than 100 local producers to help shape the program, understand what is needed to help grow businesses, and how to protect against economic slowdowns. The two big needs identified were promotion/awareness and operational support.
  - Launching a marketing campaign in early 2015 and will have “Seattle Made Week” in February 2015 to showcase Seattle-made products.

**Update on Seattle Economic Indicators** – Steve Johnson & Michael McVicker, OED

- OED staff reported back with an update on the Seattle Economic Indicators. The EDC had previously requested that the indicators reflect the EDC’s four Foundational Areas and the latest set of indicators were organized to reflect this request.
- Commissioners were generally supportive of the current draft and OED will present a more detailed visual presentation and layout at the January meeting.
- Commissioners were encouraged to contact Michael McVicker at OED with any thoughts, suggestions, or concerns.

**Adjourn** – Meeting adjourned at 3:05pm.

*Note: The next meeting for the Economic Development Commission will be on Tuesday, January 27<sup>th</sup> at 1pm in the “Boards and Commissions Room” in Seattle City Hall.*